

[portfolio]



Ilaria Federici
graphic / web designer



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CONTACTS



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Since I was a Design student, I caught all the job opportunities in design and technical studio to improve my professional skills. I was eager to face the real work and to learn how to deal with clients. Nowadays, I am working as freelance Graphic Designer, with the same passion and motivation like the first times but with more experience. I am looking for new job opportunities in my field but I am also open to extend my competence to the digital media. My best skill is my curiosity that brings me far and lets me discover more and more things.

 facebook.com/ilarioladesign

 instagram.com/ilariozza

 linkedin.com/in/ilariola

SKILLS AND INTERESTS

SOFTWARE

Photoshop
Illustrator
InDesign
After Effects
Wordpress
Dreamweaver
Social Media
Mailchimp
HTML 5
CSS
UX

LANGUAGES

Italian Mother tongue
English C1
French B2
Portuguese B2

PERSONAL

Arts
Photography
Writing
Travelling
Music

EDUCATION

- 2018** • **Training at Google Digital Atelier**, BeCentral, Bruxelles
Web marketing, SEO, SEA, E-mail marketing, websites, user optimization rules, Google Analytics.
- 2010** • **CAE (Certificate for Advanced English)**, InLingua, Malta
Certificate of English level, C1.
- 2004** • **Degree in Graphic Design** at I.S.I.A.
(Istituto Superiore Industrie Artistiche - Advanced Institute of Industry Arts) in Urbino (Italy), final mark 110/110 cum laude, AY 2003/04.
- 1999** • Secondary school **Diploma in Arts**, specialization in **Figurative Drawing** "Progetto Leonardo", School of Arts Liceo Artistico "Pier Luigi Nervi", Ravenna (Italy); final mark 100/100, AY 1998/99.

WORK EXPERIENCE

- 2018** • Designer at **SPQI** (Lille, France), inside the Erasmus Young Entrepreneurs project.
Concept of brochures, leaflets, illustrations, newsletters, websites updates, presentations.
- 2018** • Freelance collaborations with:
Wamads - Madrid (Spain)
Logotypes, brochures, technical sheets for medical publications
RiWeb - Almada (Portugal)
Illustration, web banners for Google and Facebook campaigns
Status Effects Lda - Lisbon (Portugal)
Newsletters design and adverts to promote contract furniture
- 2018** • Technical support for laser **Lexmark** printers,
Sitel, Lisbon.
- 2013** • Complaint and Customer Care Agent for **Barclaycard**
Italian market, **Teleperformance**, Lisbon.
- 2012** • Freelance collaborations with:
Altab snc (www.altab.net), Prato, Italy.
Design and vector illustration for interactive presentations.
InteRa srl (www.intera.it), Ravenna, Italy.
Graphic design for advertising, brochures related to exhibition fair events, web design.
Inter.Activ, Imola (Bologna), Italy.
Online game design, web banners, online platform interfaces.
- 2010** • Graphic designer at **Communiqué Creative**
(www.comuniquecreative.com), Sliema, Malta.
Design, photography, photo touch-up, illustration, database managing, general office tasks.
- 2009** • Graphic designer at **Studio Emo Risaliti**
(www.emorisaliti.com) Agliana (Pistoia), Italy.
Graphic design: logos, brochures, packaging, illustration, websites. Dealing directly with clients and suppliers.
- 2004** • Graphic designer at **Menabó srl**
(www.menabo.com), Forlì, Italy.
Concept and realisation of graphic elements: logos, brochures, advertising materials, photographic touch-up.

[portfolio]

Luca Barberis Photographer (Lisbon, Portugal, 2017-2018)

- Logo design
- Web design
- Social media

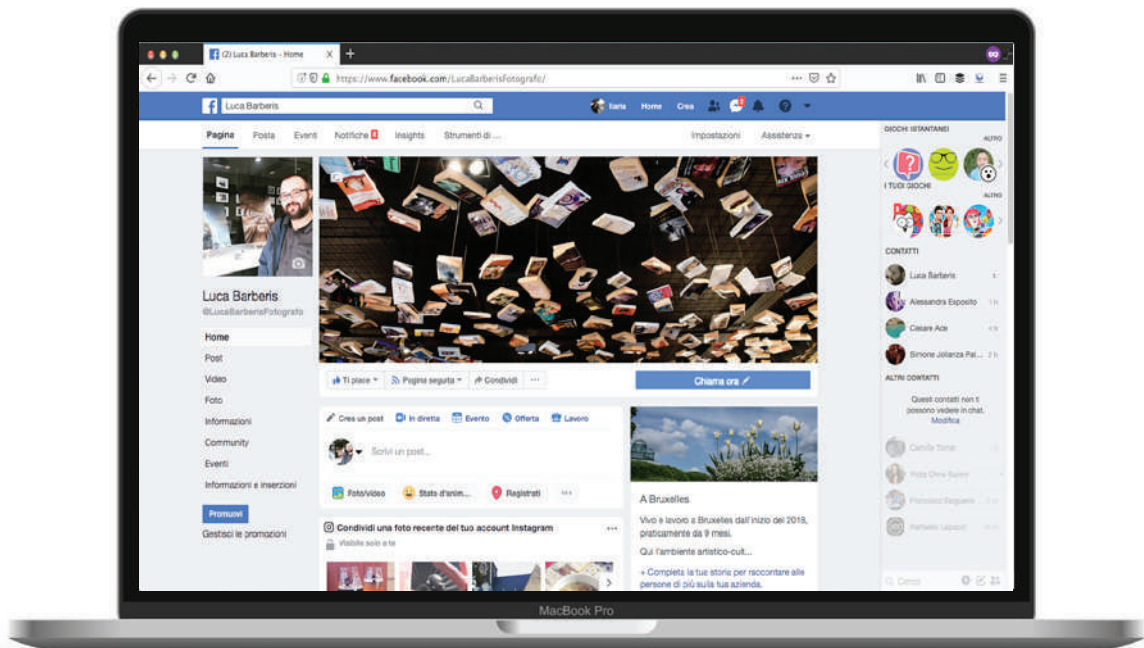
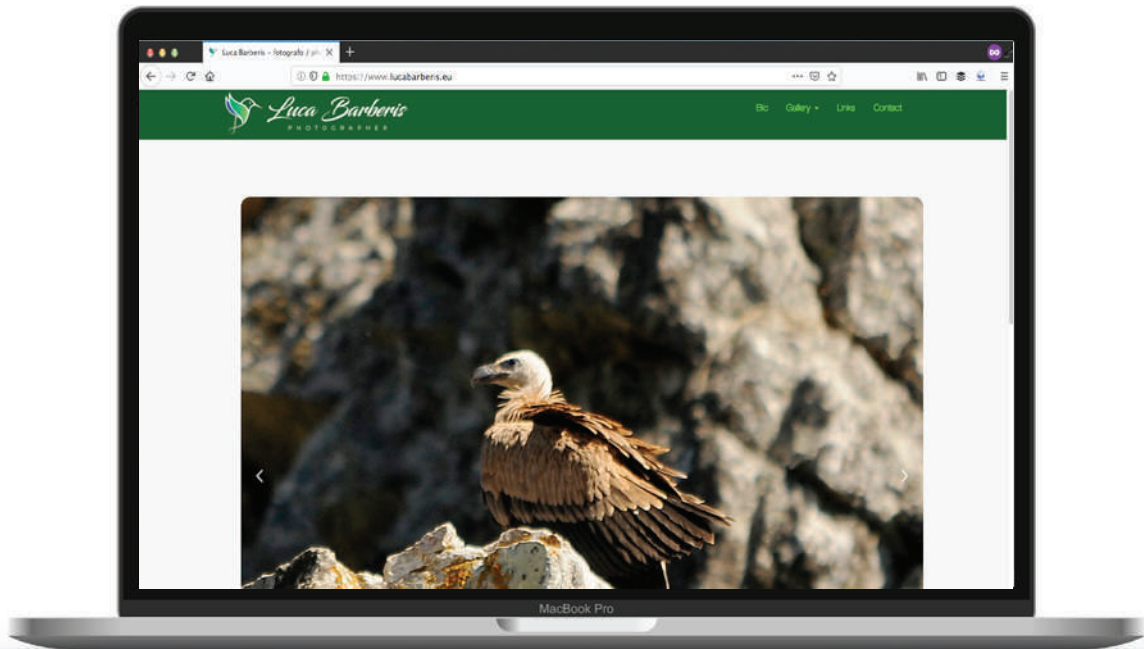


Photographer logotype

The concept. A flying hummingbird, that introduces us to the name. This bird is one of the most difficult to shot, because his wings movement is too fast. This photographer likes challenges.

Website layout for Luca Barberis Photographer and Facebook page

<https://www.lucabarberis.eu>

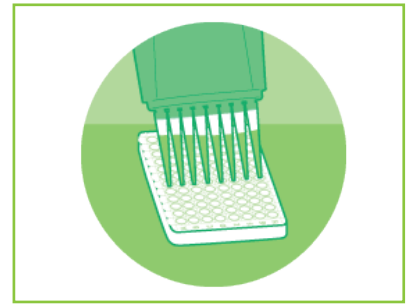


4BioDx (Lille, France, 2018)

- Brochures and leaflets
- Illustration
- Icons / pictograms
- Photography
- Web design

Illustrations for research kits

To realize the illustrations, I had to study all the research procedures, the components and the research phases inside the laboratory.



A4 Products brochure "4BioDx breeding" - veterinary research



Youpeas (Lille, France, 2018)

- Logo
- Packaging prototypes

YOUPEAS
YOUPEAS

Logotype for cookies brand

The concept. Together with the founder, we have followed the 70's logos inspiration. We have chosen hot colours, simple and cartoonish shapes.

The "O", is a small chick pea, the brand symbol and the main ingredient for all the cookies.

Youpeas packaging prototypes

Cookie and Brownie



Associazione Italiani a Lisbona (Lisbon, Portugal, 2016)

- Logo design
- Web design
- Social media

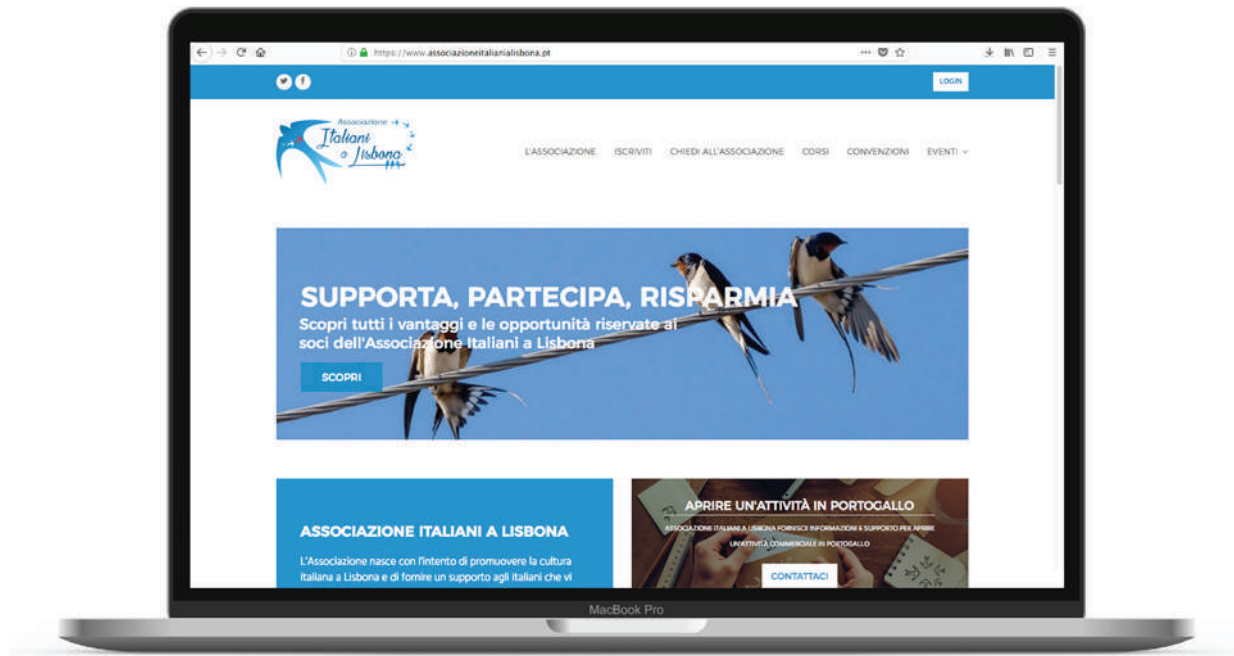


Cultural association logotype

The concept. Flying swallows and active swallow, they contribute to the same goal of creating and promoting events, culture, meetings between the Italians and the complex background of Lisbon.

Website layout for Associazione Italiani a Lisbona

<https://www.associazionetalianialisbona.pt>



Social network managing - Facebook and Twitter



[portfolio]

Photo calendars (Lisbon, Portugal, 2016)

- Layout
- Photo retouch
- Output files

In collaboration with Luca Barberis, we produced 5 calendars in Italian and Portuguese, with these themes: Azores, Animals, Birds, Portugal and Lisbon.

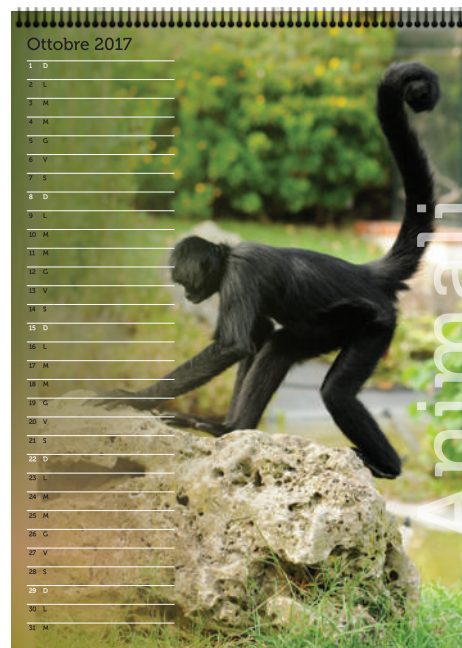
Azores



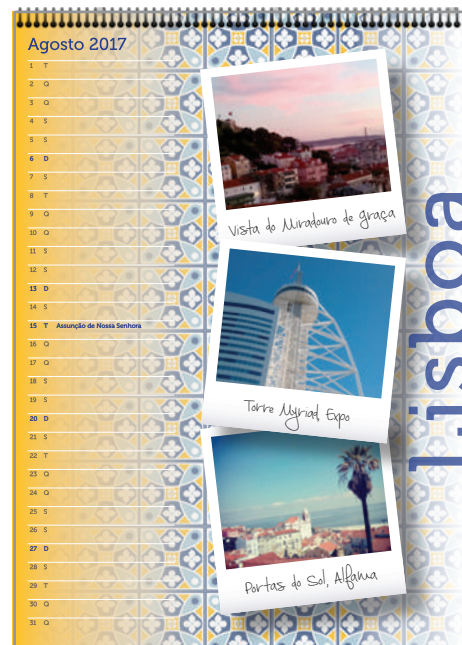
Birds



Animals



Lisbon



Pharmacy logo (Lisbon, Portugal, 2016)

- Logo design
- Corporate



Based on the brief received from pharmacy's director, I created this logotype with classic icons: the pestle and the mortar.

Collaboration with Wam Ads, Madrid.

Sample of fidelity card for Club Saludable campaign



Poster and card for campaign



Jennyfer - invite for event (Sliema, Malta, 2009)

- Graphic design
- Layout
- Drawing



Jennyfer - canvas bag (Sliema, Malta, 2009)



Jennyfer - lift signage (Sliema, Malta, 2009)

- Graphic design
- Layout
- Output files



Plaza Annual Report (Sliema, Malta, 2010)

- Graphic design
- Layout

Shopping center official report

Concept and layout, realised during my work experience inside Communiqué Creative in Sliema (Malta).



Sample pages



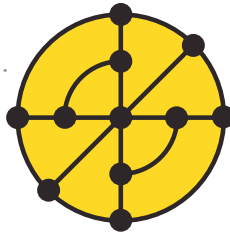
12. Trade and other payables		2009	2008
Current payables		€	€
Trade payables	209,440	122,311	
Capital payables	8,908	14,284	
Other loans and interest receivable	41,878	48,427	
Other payables	28,830	28,386	
Accounts and deferred income	581,140	648,728	
	960,396	818,136	
Non-current payables			
Deferred income	778,442	764,771	
Trade and other payables include an amount of €435,415 (2008: €274,855) that is owed to related undertakings (Note 14).			
13. Expenses by nature		2009	2008
Employee benefit expense (Note 14)		€	€
Depreciation (Note 14)	171,682	788,421	
Director's remuneration	348,352	354,864	
Provision for impairment of receivables	18,090	16,316	
Provision for impairment of investments	-	(27,275)	
Other expenses	182,816	761,778	
	610,940	1,903,104	
Fees charged by the auditor for services rendered during the financial periods ended 31 December 2009 and 2008 relate to the following:		2009	2008
		€	€
Annual statutory audit	9,960	6,580	
Other statutory services	1,026	1,426	
Other advisory and compliance services	1,000	1,400	
Other non-audit services	8,479	13,474	
	10,465	11,880	

Board of Directors	
Albert Mizzi - Chairman Mr. Mizzi was appointed Chairman of the Company in 1988. He has held an active career within the business community in Malta having held a number of major private sector positions and is currently Chairman of various companies including HSB Bank Malta Ltd., MDO's Ltd., Consolidated Bank Ltd., Supermarkets 1980 Ltd., Most Advanced Companies Ltd., Sliema Sea House Ltd. and Sliema Sea Ltd. He has also served for many years as Executive Chairman of various international companies, including in Malta as Chairman of the Malta Council for Economic Development.	Peter Borg Mr. Borg is the Managing Director of the Borneo Group of Companies. He is also a Director on a number of other Boards including Borneo Hotels Ltd., Borneo Trading Ltd., Borneo Finance Ltd. and Borneo Ltd.
Anne Marie Tabone A Certified Public Accountant by profession, Ms. Anne Marie Tabone is Chief Operating Officer of Mollins Insurance Ltd.	Adrian Strickland KM Mr. Strickland was formerly Chairman of CMA Group and has been Senior Vice President of the Malta Chamber of Commerce. Presently, he is Chairman of Strickland Ltd.
Brian R. Mizzi Within Mollins Insurance, Mr. Brian R. Mizzi holds the post of Managing Director of General Insurance Co. Ltd., formerly for CMA Group products, Private Insurance Ltd., The Borneo Group and is also a director of various other companies in Malta.	Gerald J. Zammit A member of the Plaza Executive Management Committee. Today, all activity involved in the Company's operations, Mr. Zammit is the Marketing Director of Communiqué Creative Ltd.
Charles J. Farrugia Charles J. Farrugia is a non-executive Director of Plaza Ltd. He serves in the banking sector for 20 years and has a number of boards and committees within the HSB Bank Malta Group. Before retirement, in December 2008, he held the post of Head Global Banking & Markets and was a senior executive director of HSB Bank Malta Ltd. Charles J. Farrugia also holds a non-executive directorship with HSB Bank Malta Ltd. as well as non-executive directorships in other Maltese companies.	Lionel A. Lapira - Chief Executive Officer Mr. Lapira joined the Company on 1 July 1988 and has since acquired a number of jobs within the Company including Commercial Manager, Company Secretary, Compliance Officer and, in January 2008, member of the Company's Executive Management Committee. He has been a member of the HSB International Council of Managing Directors since 1988 and in 1989 was awarded HSB International Managing Director Award by the HSB. In January 2009, the Company reported that General Manager with responsibilities for operations, human resources, training, marketing and company management, 2008 qualifications and experience in management, finance, marketing and operations roles. Mr. Lapira obtained his MBA at Imperial Business University in 2008. Prior to joining Plaza Centres Ltd., he occupied senior management positions in the hotel, hospitality, entertainment and leisure industry. Mr. Lapira was appointed Chief Executive Officer on 1 January 2009.



Bibliotheca Lancisiana (Urbino, Italy, 2003)

- Logo design
- Corporate



Bibliotheca Lancisiana
ASL Roma E

A library full of history

This logotype has been designed with my colleague Marilena Russelli, for a medicine library in Rome. Its symbol reminds the armillar sphere, a tool that was used for astronomical studies and that is displayed in two exemplaries inside the library.

Medicine library corporate image



Bibliotheca Lancisiana, poster for exhibition (2003)

- Logo design
- Corporate



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